



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To GGSIP University, Recognized under Sec 2(f) of UGC ACT 1956

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

Tel: 91-11-27555121-24, Fax No: 91-11-27555120,

E-Mail: directortias@tecnia.in; Website: www.tiaspg.tecnia.in



Event: Seminar
Date: 12th September, 2017
TIME: 12:00 Noon – 01:30 PM
Venue: Multipurpose Hall, PG Building, TIAS
Students: MBA
In-charge: Dr. Nivedita Head - Training & Placement Cell
Topic: Business Analytics

About the Company (Proedge Skill Development):-

Proedge Skill Development and Edutech Pvt. Ltd ("Proedge") is a Professional Skill Development and Talent Management Solutions organisation in BFSI, Finance & Accounts and Analytics sectors focusing on professional and industry oriented education. They partner with companies, colleges and individuals to understand their hiring requirements and the associated skill sets. Through their industry-endorsed programs in Banking, NBFC, Insurance, Wealth Management, Risk analysis, Financial Services and Business Analytics, they aim to aid the companies in hiring right set of trained talent.

About the Speaker: Mr. Visveswaran, ProEdge Skill Development & Edutech:-

He has Worked in IT sector for Close to 10 Years on multiple Business Intelligence projects, as consultant on multiple domains like Retail, Finance and Health Care Sector and Solution architect for P&G, Cardinal Health, Balfour Beatty, farmers for Capgemini, L&T and Wipro. He has guided multiple student projects at Research and development division of Jain University Bangalore.

OBJECTIVES:-

- To make the students aware about the concepts of Business Analytics.
- To make the students understand the importance of Business Analytics in the field of Marketing Strategies, Financial Modeling and Social.
- To make the students realize the growing demand of Business Analytics mentioned in CV at the time of hiring.
- To make the students understand the growing market of Business analytics down few decades.

REPORT:-

A seminar was organized for MBA students on August 24th, 2017 on the topic “Business Analytics” by TIAS, so as to make the students aware about the concept and demand of Business Analytics as a special asset at the time of hiring. The speaker Mr. Visveswaran, informed the students about the concepts of Business Analytics and the demand in industry for the aspirants who are at ease with various software’s used for Business Analytics. Mr. Visveswaran, told the students that the coming business environment will highly depend on the analytics which will result in developing strategies for marketing, Financial Modeling and targeting the consumer through their behavior and preferences on various social media networking sites. He pointed that just like Google which can read the mind of user after 2 or 3 usage, the business analytics works behind the every click on any page available on internet. The session was for one and half hour and the students were keen to understand more on the subject.

LEARNING OUTCOME:-

- Students concept about business analytics was enhanced.
- Students were aware about the growing demand of business analytics.
- Students knowledge about the changing market environment and the method through which consumers mindset can be read, was increased.
- Students were updated about the common software’s used for business analytics.



Mr. Visveswaran, ProEdge Skill Development & Edutech, discussing about Business Analytics.

